



SPECIAL RELEASE

QUARTERLY CUSTOMER SATISFACTION SURVEY: CRS OUTLET – TAGUM CITY

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The Philippine Statistics Authority – Davao del Norte Provincial Statistical Office (PSA Davao del Norte PSO) conducted its 2022 Customer Satisfaction Survey (CSS): Quarter 4 (Q4) on service delivery at the Civil Registration Service (CRS) Outlet-Tagum City. From its “Go Live” on 15 March 2022, the CSS was piloted on Quarter 3 of 2022. The Q4 CSS is the second of the series of this year, which was conducted from 05-09 December 2022 to the One Hundred Six (106) randomly selected external clients of the CRS Outlet with a 100 percent response rate.

The Q4 CSS was undertaken within the period under review by the staff of the office utilizing the Computer-Assisted Personal Interview (CAPI). This survey method facilitated the data gathering with simplicity and accuracy. It brought significant impact on consistency of data and completeness of responses during the data gathering, eliminated the in-house data encoding, and enhanced the data validation time.

Primarily, the CSS aims to determine the overall satisfaction of services delivered to external clients at CRS Outlet – Tagum City, as customer-respondents with intentions, as follows:

1. Determine the demographic profile of the customer-respondents;
2. Assess the Overall Satisfaction Rate (OSR) and Net Satisfaction Rate (NSR) of customer-respondents in relation to civil registration service delivery, CRS Outlet employees, procedures, area and facilities;
3. Identify the familiarity of customers on the existing alternative request options in securing Civil Registry Documents (CRDs);
4. Identify the client’s feedbacks, comments, and suggestion for the formulation of its corresponding action plan; and,
5. Create an Action Plan matrix from the feedback of clients.



Results of the Survey

This topic refers to the outcome on satisfaction of delivered services at CRS Outlet-Tagum City, based from its delineated objectives.

1. Demographic Profile of Customer-Respondents

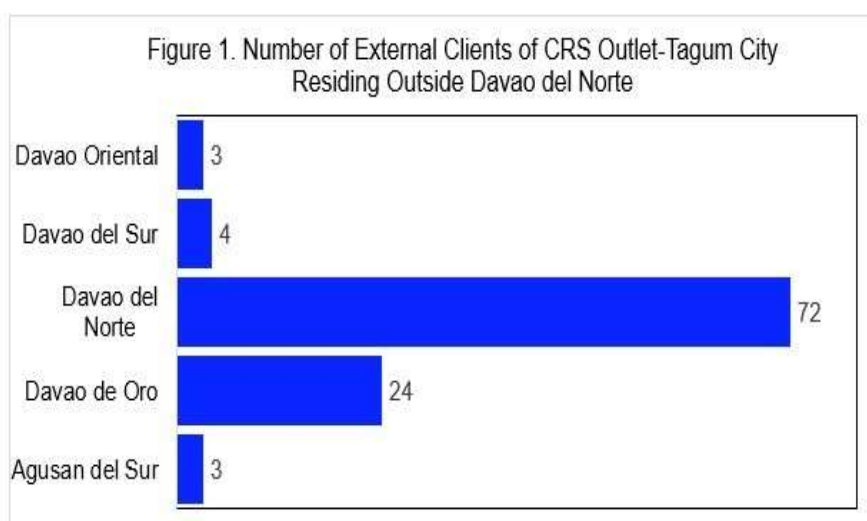
Table 1 showed that the demographic profile of External Clients as customer-respondents at CRS Outlet of the period under review were dominated by females at 67 percent (71), while 33 percent (35) were males.

The educational attainment showed that majority of the respondents were college graduate or higher by 51.9 percent, 40.6 percent of the respondents were high school graduates, while 7.5 percent were elementary graduates.

Demographic Profile	Count	Percentage
Sex	106	100%
Female	71	67.0%
Male	35	33.0%
Not Stated	0	0.0%
Education	106	100%
Elementary	8	7.5%
High school	43	40.6%
College or higher	55	51.9%
Not Stated	0	0.0%
Work	106	100.0%
Employed	53	50.9%
Unemployed	53	49.1%
Place of Residence	106	100.0%
Within Davao del Norte	72	67.9%
Outside Davao del Norte	34	32.1%
Not Stated	0	0.0%

Source: 2022 Customer Satisfaction Survey: Quarter 4

Most of the customer-respondents resided within Davao del Norte (67.9%), while 32.1 percent reside outside the province.



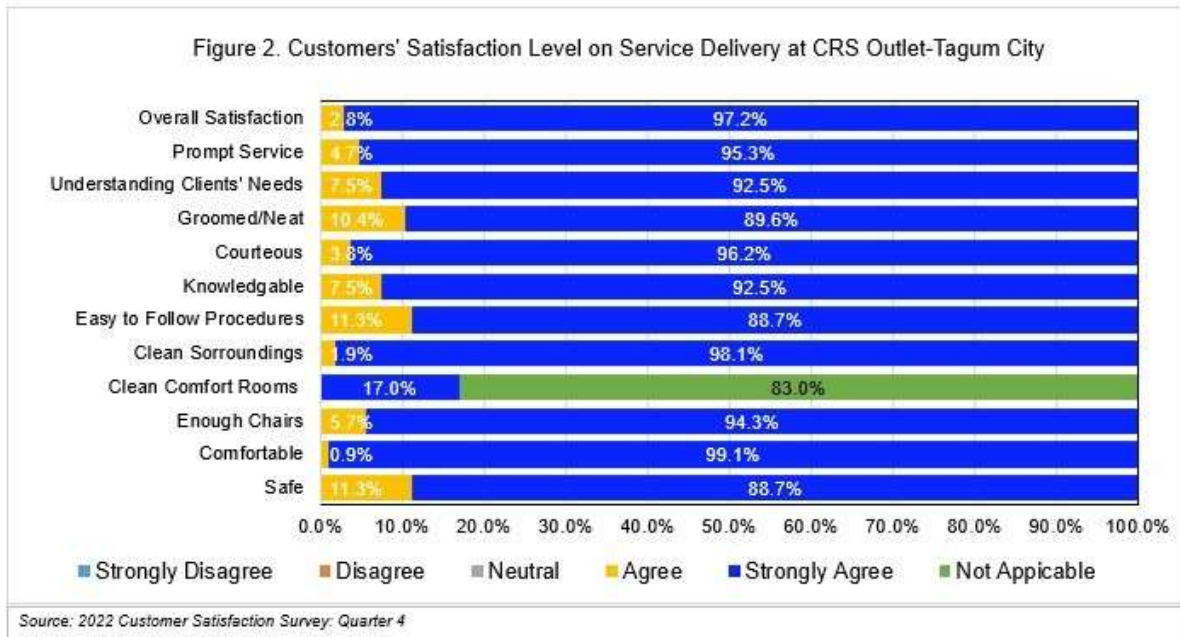
Source: 2022 Customer Satisfaction Survey: Quarter 4

Of the residence of customer-respondent outside the province, Figure 1 indicated that there were 24 customer-respondents resided in the province of Davao de Oro, 4 from Davao del Sur, while 3 resided from Davao Oriental and Agusan del Sur, respectively.

Customers' Satisfaction Level

The customers' satisfaction is measured through evaluating and assessing the quality and performance of service delivery of employees at CRS Outlet-Tagum City. Included likewise in this category are the procedures, area and facilities in the outlet.

Shown in Figure 2 is the rate of satisfaction on service delivery at a scale of 1 to 5 (Strongly Disagree – Strongly Agree).

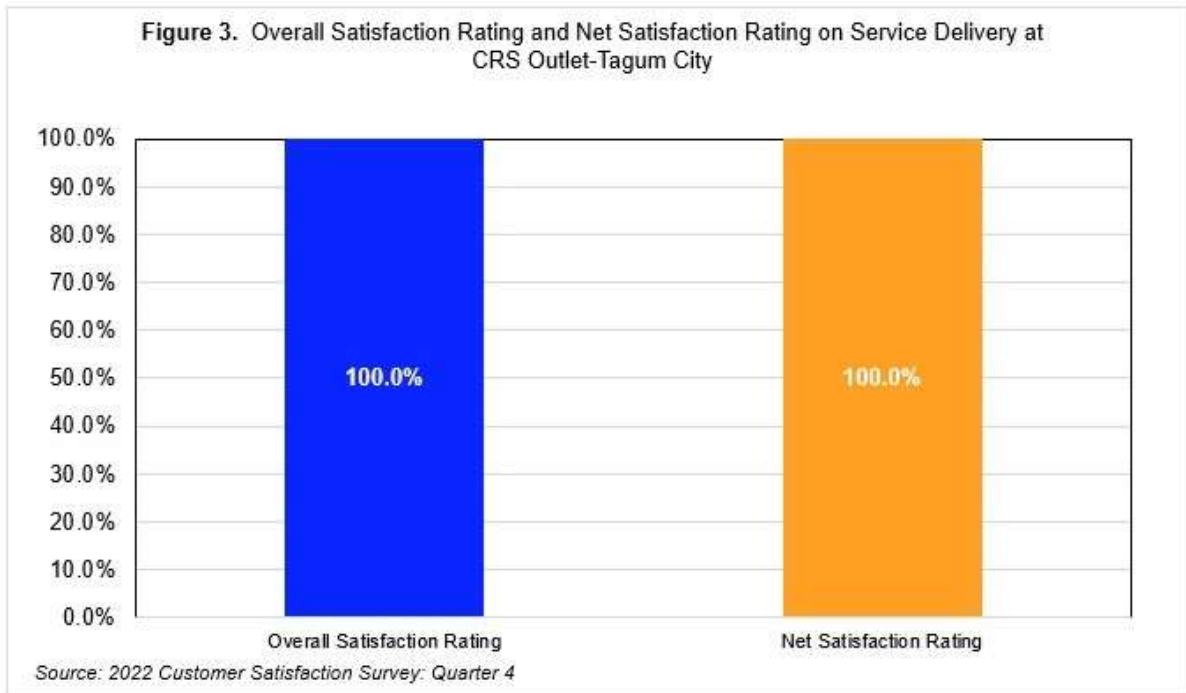


On category of satisfactions, “Strongly Agree” were shown with highest rating in most categories, which could be interpreted that majority of the customer-respondents were satisfied. Among these categories, ‘Comfortable’ garnered the highest percentage point at 99.1 percent.

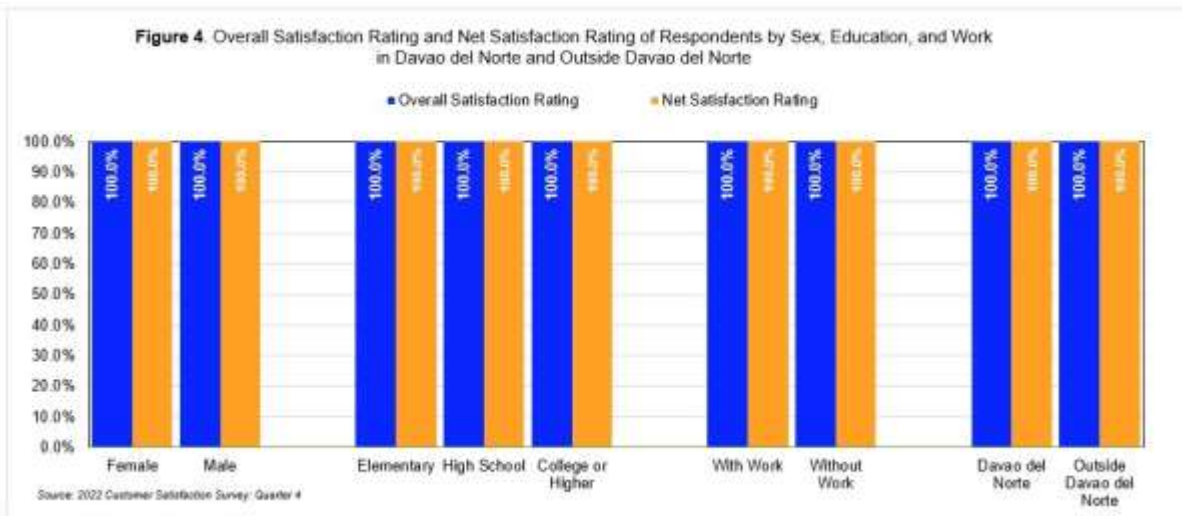
In terms of responses for customers' satisfaction on ‘Clean Comfort Rooms’, 100 percent of the 17 applicable responses answered “Strongly Agree” and “Agree”, while the remaining 83 percent of the sample are not applicable, since they have not used the comfort rooms at the CRS Outlet-Tagum City during their transactions.

The Overall Satisfaction Rating (OSR) and the Net Satisfaction Rating (NSR) of the 2022 Customer Satisfaction Survey: Quarter 4 is shown in Figure 3.

Figure 3 showed that the OSR and NSR for the reference quarter were rated by sample respondents at 100.0 percent.



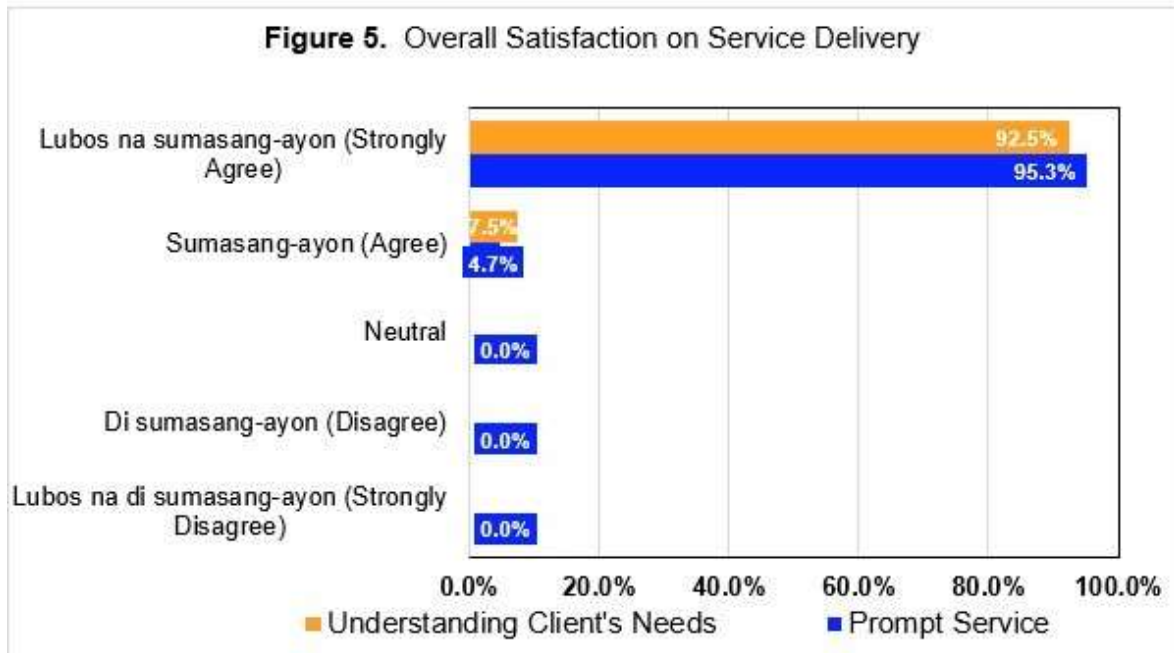
This is also true across the client’s demographic profile by sex, education and by work (Figure 4).



The OSR and NSR were rated by both sexes at 100 percent. Likewise, a rating of 100.0 percent to OSR and NSR were obtained from respondents regardless of their educational attainment, work status and residence

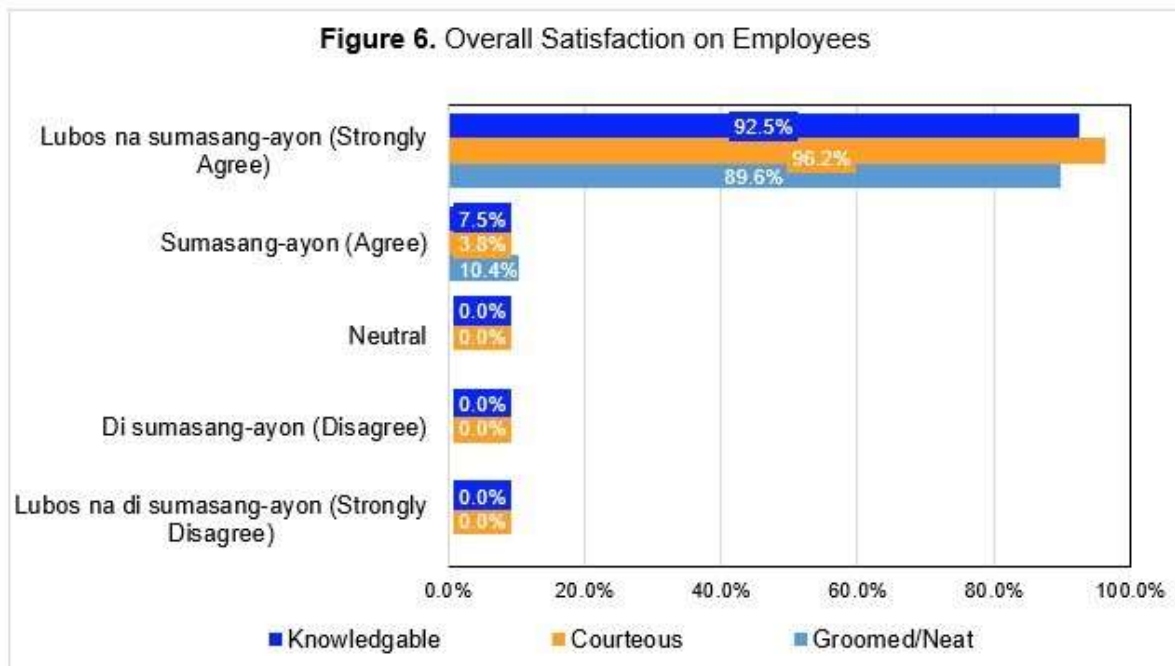
The overall satisfaction rating of customer-respondents in Figure 5 showed that most of them “Strongly Agree” that the employees understand their needs (92.5%), and prompt service were delivered to them (95.3%).

Only few of the customer-respondents replied “Agree” on understanding needs and prompt service with ratings of 7.5 percent and 4.7 percent, respectively.



Source: 2022 Customer Satisfaction Survey: Quarter 4

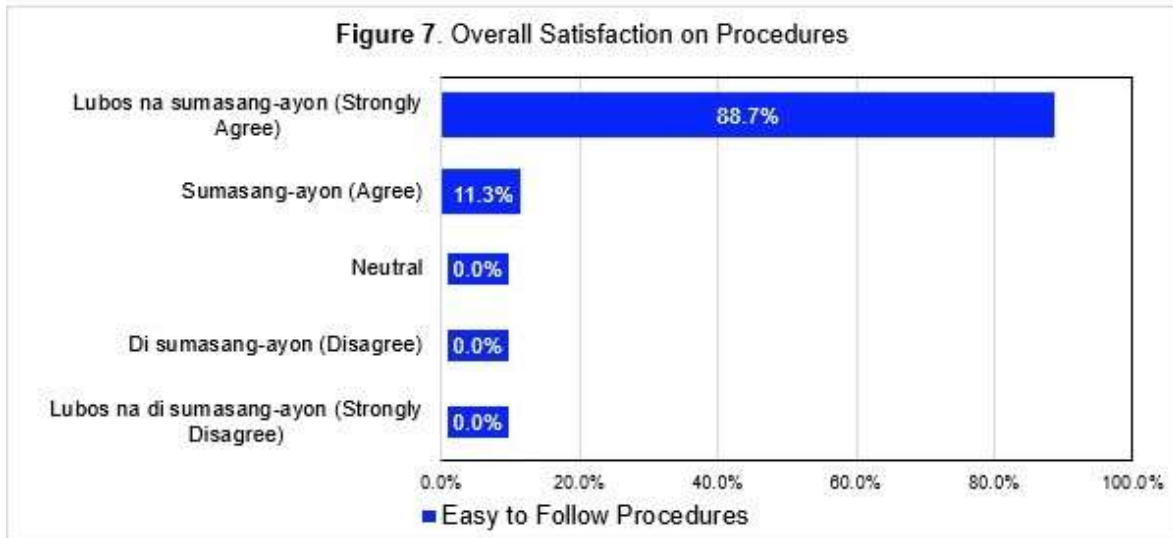
As to the categories on “Knowledgeable, Courteous, and Groomed/Net”, the customer-respondents rated the employees with “Strongly Agree” with ratings of 92.5 percent, 96.2 percent, and 89.6 percent, respectively. (Figure 6).



Source: 2022 Customer Satisfaction Survey: Quarter 4

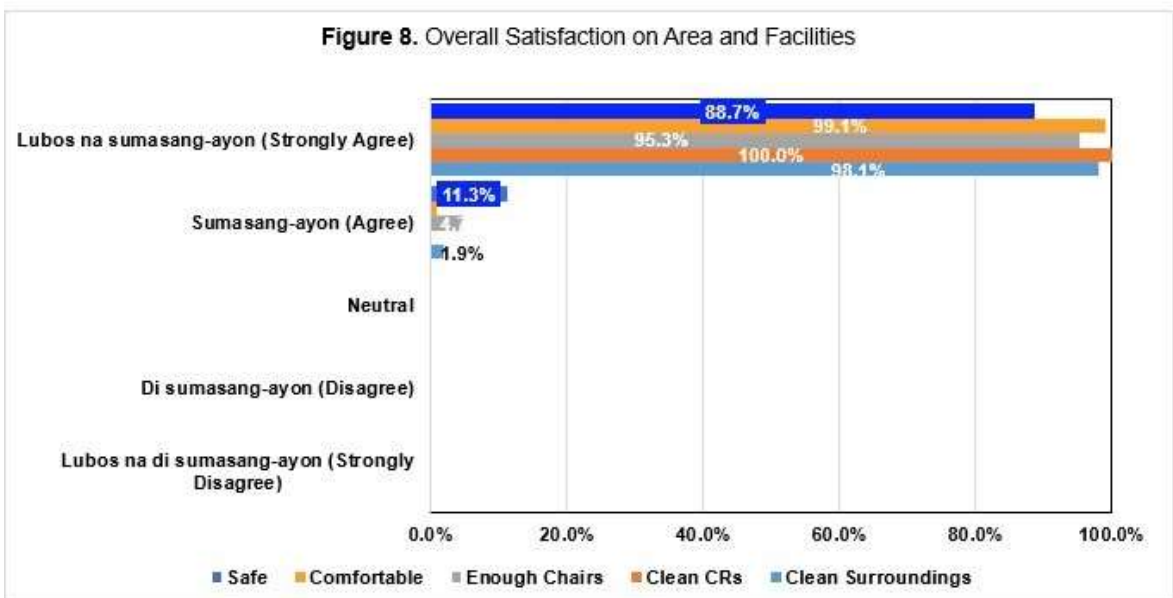
Figure 7 revealed that customer-respondents were very satisfied on the applied procedures at CRS Outlet-Tagum City. The easy-to-follow procedures has been agreed strongly with a rating of 88.7 percent.

Only 11.3 percent “Agree” on the easy-to-follow procedures in the outlet.



Source: 2022 Customer Satisfaction Survey: Quarter 4

Most of the customer-respondents replied with very high satisfaction with regards to the facilities of the outlet, with “Strongly Agree” rating for “Comfortable” with 99.1 percent and “Clean Surroundings” with 98.1 percent, while “Clean CRs”, got 100.0 percent from the 17 applicable responses.



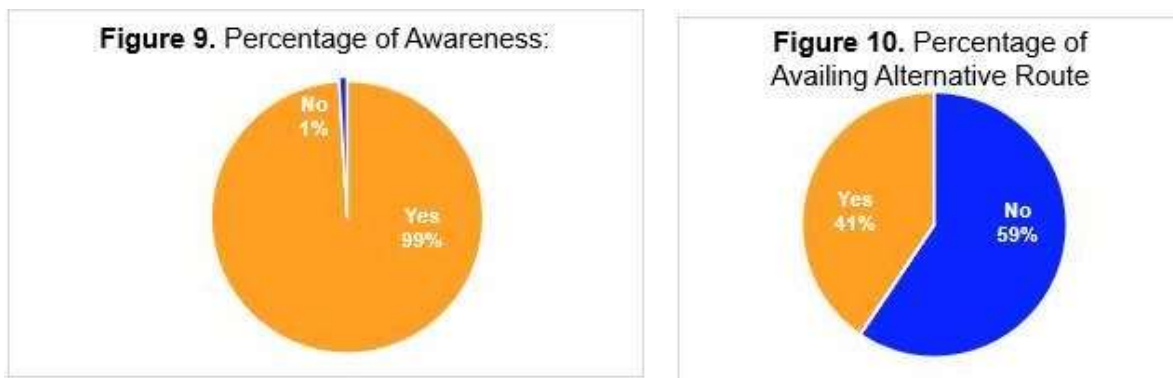
Source: 2022 Customer Satisfaction Survey: Quarter 4

Other categories rated with “Strongly Agree” were “Enough Chairs” (95.3%) and “Safe” (88.7%).

At the very least, categories with “Agree” rating comprises roughly 18.8 percent of the responses for area and facilities (Figure 8).

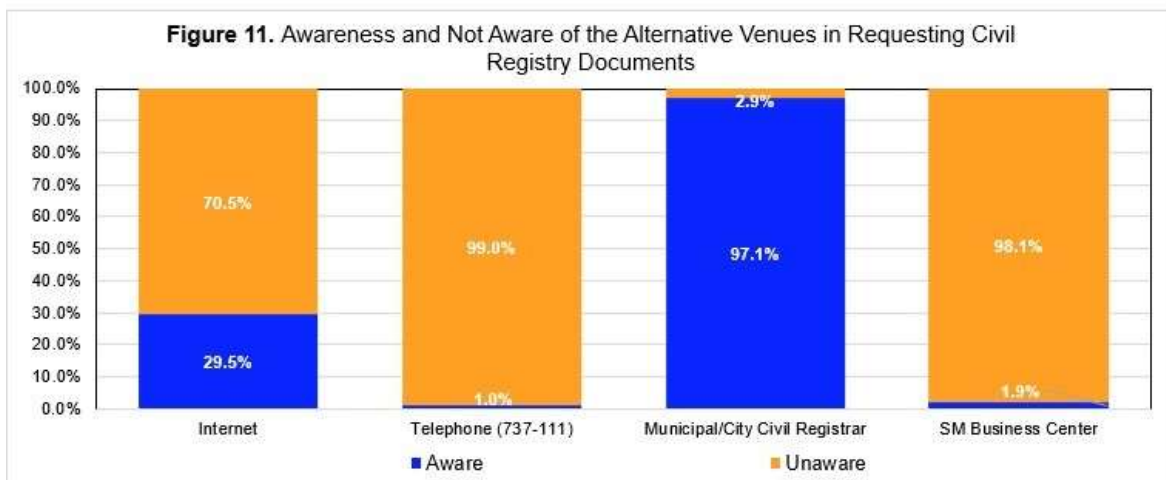
As part of the survey’s goal, CSS also obtained the awareness of the respondents on ways of acquiring civil registry documents.

Figure 9 depicted that 99 percent of all 106 respondents answered “Yes” when asked if they were aware of other alternative request routes. However, only 41 percent of them (43 individuals) availed either of these routes, i.e., internet, Municipal/City Civil Registrar, and SM Business Centers.



Source: 2022 Customer Satisfaction Survey: Quarter 4

With regards to which alternative routes the customer-respondents are aware of, Figure 11 showed that the respondents were more aware of using online route or the internet in acquiring the civil registry documents.



Source: 2022 Customer Satisfaction Survey: Quarter 4

Further, 97.1 percent of customer-respondents were aware that Municipal/City Civil Registrars are alternative venues on requesting civil registry documents. This is followed by the internet with 29.5 percent and SM Business Center with 1.9 percent.

On the other hand, only 1.0 percent of the respondents know that they can also acquire civil registry documents by telephone request using the 737-111 line.

Customer Feedback, Comments, and Suggestions

Most of the customer-respondents expressed their satisfaction and commendation towards the services that they were provided with, while transacting in CRS Outlet-Tagum City.

Across areas of concern, services got the highest satisfaction and rated by the customers/external clients at 61.3 percent, followed by employees with a rating of 25.5 percent, then by procedure (processes) with 6.6 percentage.

Area/facilities (1.9%) and other satisfaction (4.7%) contributed to the 100 percent overall satisfaction of transacting customers at the CRS Outlet-Tagum City (Table 2).

Among the feedback, one suggestion under the procedure (process) area of concern was highlighted, which was to streamline transactions of the outlet (0.9%).

Table 2. Comments, Feedbacks, and Suggestions		
Feedback	Percentage	Count
Area/Facilities	1.9%	2
Comfortable Environment/Office	0.9%	1
Very Organized and Cozy Environment	0.9%	1
Employees	25.5%	27
Accommodating Staff	8.5%	9
Approachable Employees	3.8%	4
Fast Transaction and Accommodating Staff	10.4%	11
Kind Employees	0.9%	1
Polite Staff	0.9%	1
Presentable Employees	0.9%	1
Processes	6.6%	7
Fast Transaction	3.8%	4
Convenient Processes	0.9%	1
Streamline Transactions	0.9%	1
Smooth Transaction	0.9%	1
Services	61.3%	65
Fast Services	18.9%	20
Good Services	21.7%	23
Good Overall Services	4.7%	5
Very Satisfied with Their Service	13.2%	14
Very Good Service	2.8%	3
Other Satisfaction	4.7%	5
Good Management	0.9%	1
Good Service Provided to Seniors	0.9%	1
Well Entertained Customers	2.8%	3
TOTAL	100%	106

A summary of action plan was developed by the office based on the feedback of customers.

Table 3. Summary of Feedback with Action Plan and Responsible Unit		
Feedback	Action Plan	Responsible Unit
Area/Facilities		
Comfortable Environment / Office	Ensure maintenance of existing facilities and ensure immediate action on needed repairs.	PSA & Unisys c/o Outlet Supervisor
Very Organized and Cozy Environment	Maintain regular monitoring and inspection of housekeeping daily accomplishments of utility personnel in reference to provided checklist.	PSA & Unisys c/o Outlet Supervisor
Employees		
Accommodating Staff	Regular conduct of short meetings with staff to address received feedbacks from clients (print and social media) to further improve services.	Outlet Supervisor & Unisys Associates
Approachable Employees		
Fast Transaction and Accommodating Staff		
Kind Employees		
Polite Staff		
Presentable Employees		
Processes		
Fast Transaction	Improve coordination with the local partners (Local Civil Registry Offices) for significant dissemination of information in order to provide proper guidance and ease for clients.	PSA c/o Civil Registration and Administrative Services Section
Convenient Processes		
Streamline Transactions		
Smooth Transaction		
Services		
Fast Services	Maintain compliance to relevant Citizen's Charter with respect to quality and timeliness of services.	PSA & Unisys c/o Outlet Supervisor
Good Services		
Good Overall Services		
Very Satisfied with Service		
Very Good Service		
Other Satisfaction		
Good Management		
Good Service Provided to Seniors	Maintain services on prioritizing senior citizens with extension of necessary assistance for ease and convenience.	PSA & Unisys c/o Outlet Supervisor
Well Entertained Customers	Ensure full services to customers/clients with courtesy and clear guidance on related procedures for requested services.	PSA & Unisys c/o Outlet Supervisor

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The action plans in Table 3 were formulated and will be implemented on the succeeding quarters of 2023 to enhance further the existing good practices in CRS Outlet-Tagum City, ensuring thereby that gray areas are well-addressed.

Approved for Release:



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